

POLLARA Report on Canadians' Views of Banks and Life and Health Insurance

Summary of Key Statistics

**Advocis
The Financial Advisors Association of Canada**

February 2006



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Methodology of POLLARA Survey¹

In total, POLLARA Inc. conducted 1,876 telephone interviews with a national sample of Canadian adults 18 years of age and over, from November 14th to 21st, 2005. Overall results are considered accurate to within $\pm 2.9\%$, nineteen times out of twenty. In order to enhance the accuracy of the study's regional results, some areas were oversampled, as detailed in the following table. The national results of the study were then weighted to reflect the actual regional distribution of the population. The following table outlines the sampling frame for the study and the corresponding margins of error.

Table 1
Sampling Frame and Margins of Error

Province/Region	Unweighted Sample	Weighted Sample	Margin of Error
British Columbia	301	157	$\pm 5.8\%$
Alberta	299	119	$\pm 5.8\%$
Manitoba/Saskatchewan*	202	85	$\pm 7.0\%$
Manitoba	102	46	$\pm 9.9\%$
Saskatchewan	100	39	$\pm 10.0\%$
Ontario	474	457	$\pm 4.6\%$
Quebec	301	290	$\pm 5.8\%$
Atlantic Canada	299	92	$\pm 5.8\%$
Total	1,876	1,200	$\pm 2.9\%$

* Results for Manitoba and Saskatchewan are not included in this summary due to small sample sizes in these provinces, and the resulting large margins of error. While the combined Manitoba/Saskatchewan results are noted in the full POLLARA report, they should be interpreted with caution due to the small sample size on which they are based.

Table 2
Sampling Frame and Margins of Error Subset

Demographic Subset	Sample	Margin of Error (nineteen times out of twenty)
Age 65 and over	357	$\pm 5.3\%$
Household income less \$25,000	236	$\pm 6.5\%$
Household income \$25,000 to less than \$40,000	366	$\pm 5.2\%$
Rural respondents	454	$\pm 4.7\%$

¹ *Canadians' Views of Banks and Life and Health Insurance*, POLLARA Inc., December 2005, page 2

Viewpoints of Canadians

The following is a statistical summary of the key findings arising from the December 2005 POLLARA report *Canadians' Views of Banks and Life and Health Insurance*.

Bank Access to and Use of Personal Information

- 91% of Canadians believe banks have enough or more than enough information about them
- 65% of Canadians are concerned about the amount of credit and personal information banks would have if allowed to sell life and health insurance in bank branches
- 70% of Canadians are concerned whether banks would keep health information from their insurance applications separate from their banking information if banks are allowed to sell insurance in bank branches
- 83% of Canadian bank customers do not want banks to use their banking information to try and sell them other products and services and 81% of Canadians say they already have enough access to information about life and health insurance products
- 56% of Canadians believe banks are not allowed to use their personal banking information to try to sell them other products but 15% do not know if such a restriction exists
- 70% of Canadian bank customers would deny their bank permission to review their personal information for sales purposes if asked

Sales Pressure by Banks

- 19% of Canadians approved for a mortgage, loan or line of credit report being pressured to give their banks additional business
- 61% of Canadians believe banks should be prohibited from coercive tied-selling but only 30% are aware that coercive tied selling is illegal under the Bank Act
- 35% of Canadian bank customers believe that their bank does not have a formal complaint resolution process (or did not know)

Expanding Banks' Powers

- 78% of Canadians do not support expanding banks' powers to sell insurance in their branches
- 63% of Canadians believe allowing banks to sell insurance in their branches will lead to fewer choices for consumers down the road
- 73% of Canadians believe the price of life and health insurance will stay the same or increase if banks are given expanded insurance powers
- 81% of Canadians believe banks already sell more than enough or enough financial products
- 66% of Canadians do not expect banks to pass along any potential savings to consumers if allowed to sell life/health insurance in their branches

Leave it to the Professionals

- 85% of Canadians trust professional life and health insurance advisors to give more reliable advice about life and health insurance than bank branch employees

Viewpoints of Elderly Canadians*

The following is a statistical summary of the key findings arising from the December 2005 POLLARA report *Canadians' Views of Banks and Life and Health Insurance*.

Bank Access to and Use of Personal Information

- 91% of elderly Canadians believe banks have enough or more than enough information about them
- 58% of elderly Canadians are concerned about the amount of credit and personal information banks would have if allowed to sell life and health insurance in bank branches
- 62% of elderly Canadians are concerned whether banks would keep health information from their insurance applications separate from their banking information if banks are allowed to sell insurance in bank branches
- 90% of elderly Canadian bank customers do not want banks to use their banking information to try and sell them other products and services, higher than the national average of 83%, and 79% of elderly Canadians say they already have enough access to information about life and health insurance products
- 56% of elderly Canadians believe banks are not allowed to use their personal banking information to try to sell them other products but 25% do not know if such a restriction exists, slightly higher than the national average of 15%
- 77% of elderly Canadian bank customers would deny their bank permission to review their personal information for sales purposes if asked, higher than the national average of 70%

Sales Pressure by Banks

- 46% of elderly Canadians believe banks should be prohibited from coercive tied-selling but only 19% are aware that coercive tied selling is illegal under the Bank Act
- 52% of elderly Canadian bank customers believe that their bank does not have a formal complaint resolution process (or did not know), significantly higher than the national average of 35%

Expanding Banks' Powers

- 74% of elderly Canadians do not support expanding banks' powers to sell insurance in their branches
- 60% of elderly Canadians believe allowing banks to sell insurance in their branches will lead to fewer choices for consumers down the road
- 73% of elderly Canadians believe the price of life and health insurance will stay the same or increase if banks are given expanded insurance powers
- 73% of elderly Canadians believe banks already sell more than enough or enough financial products

Leave it to the Professionals

- 76% of elderly Canadians trust professional life and health insurance advisors to give more reliable advice about life and health insurance than bank branch employees

Note*: Elderly Canadians refers to survey respondents age 65 and above

Viewpoints of Low/Lower Income Canadians*

The following is a statistical summary of the key findings arising from the December 2005 POLLARA report *Canadians' Views of Banks and Life and Health Insurance*.

Bank Access to and Use of Personal Information

- 89% of low and lower income Canadians believe banks have enough or more than enough information about them
- 69% of low income Canadians and 63% of lower income Canadians are concerned about the amount of credit and personal information banks would have if allowed to sell life and health insurance in bank branches
- 73% of low income Canadians and 66% of lower income Canadians are concerned whether banks would keep health information from their insurance applications separate from their banking information if banks are allowed to sell insurance in bank branches
- 84% of low income Canadian bank customers and 85% of lower income Canadian bank customers do not want banks to use their banking information to try and sell them other products and services; 78% of low income Canadians and 67% of lower income Canadians say they already have enough access to information about life and health insurance products
- 62% of low income Canadians and 63% of lower income Canadians believe banks are not allowed to use their personal banking information to try to sell them other products but 14% of low income Canadians and 16% of lower income Canadians do not know if such a restriction exists

Sales Pressure by Banks

- 56% of low income Canadians and 48% of lower income Canadians believe banks should be prohibited from coercive tied-selling but only 28% and 26% respectively are aware that coercive tied selling is illegal under the Bank Act
- 31% of low income Canadian bank customers and 35% of lower income Canadian bank customers believe that their bank does not have a formal complaint resolution process (or did not know)

Expanding Banks' Powers

- 76% of low income Canadians and 78% of lower income Canadians do not support expanding banks' powers to sell insurance in their branches
- 62% of low income Canadians and 65% of lower income Canadians believe allowing banks to sell insurance in their branches will lead to fewer choices for consumers down the road
- 73% of low and lower income Canadians believe the price of life and health insurance will stay the same or increase if banks are given expanded insurance powers
- 80% of low income Canadians and 73% of lower income Canadians believe banks already sell more than enough or enough financial products

Leave it to the Professionals

- 87% of low income Canadians and 76% of lower income Canadians trust professional life and health insurance advisors to give more reliable advice about life and health insurance than bank branch employees

Note*: "Low income" Canadians refer to survey respondents with household incomes of between \$25,000 to \$40,000 annually.

"Lower income" Canadians refer to survey respondents with household incomes of less than \$25,000 annually.

Viewpoints of Rural Residents

The following is a statistical summary of the key findings arising from the December 2005 POLLARA report *Canadians' Views of Banks and Life and Health Insurance*.

Bank Access to and Use of Personal Information

- 89% of rural residents believe banks have enough or more than enough information about them
- 65% of rural residents are concerned about the amount of credit and personal information banks would have if allowed to sell life and health insurance in bank branches
- 70% of rural residents are concerned whether banks would keep health information from their insurance applications separate from their banking information if banks are allowed to sell insurance in bank branches
- 82% of rural resident bank customers do not want banks to use their banking information to try and sell them other products and services and 79% of rural residents say they already have enough access to information about life and health insurance products
- 53% of rural residents believe banks are not allowed to use their personal banking information to try to sell them other products, lower than the national average of 56%, but 18% do not know if such a restriction exists, slightly higher than the national average of 15%

Sales Pressure by Banks

- 59% of rural residents believe banks should be prohibited from coercive tied-selling but only 28% are aware that coercive tied selling is illegal under the Bank Act
- 41% of rural resident bank customers believe that their bank does not have a formal complaint resolution process (or did not know), significantly higher than the national average of 35%

Expanding Banks' Powers

- 79% of rural residents do not support expanding banks' powers to sell insurance in their branches, slightly higher than the national average of 78%
- 63% of rural residents believe allowing banks to sell insurance in their branches will lead to fewer choices for consumers down the road
- 74% of rural residents believe the price of life and health insurance will stay the same or increase if banks are given expanded insurance powers
- 80% of rural residents believe banks already sell more than enough or enough financial products
- 73% of rural residents believe there will be fewer bank branches in small communities over the next 10 years

Leave it to the Professionals

- 81% of rural residents trust professional life and health insurance advisors to give more reliable advice about life and health insurance than bank branch employees

Viewpoints of British Columbia Residents

The following is a statistical summary of the key findings arising from the December 2005 POLLARA report *Canadians' Views of Banks and Life and Health Insurance*.

Bank Access to and Use of Personal Information

- 93% of British Columbians believe banks have enough or more than enough information about them, higher than the national average of 91%
- 61% of British Columbians are concerned about the amount of credit and personal information banks would have if allowed to sell life and health insurance in bank branches
- 70% of British Columbians are concerned whether banks would keep health information from their insurance applications separate from their banking information if banks are allowed to sell insurance in bank branches
- 87% of British Columbian bank customers do not want banks to use their banking information to try and sell them other products and services and 84% of British Columbians say they already have enough access to information about life and health insurance products (above the national averages of 83% and 81% respectively)
- 53% of British Columbians believe banks are not allowed to use their personal banking information to try to sell them other products, lower than the national average of 56%, but 21% do not know if such a restriction exists, higher than the national average of 15%

Sales Pressure by Banks

- 64% of British Columbians believe banks should be prohibited from coercive tied-selling, higher than the national average of 61%, but only 22% are aware that coercive tied selling is illegal under the Bank Act
- 36% of British Columbian bank customers believe that their bank does not have a formal complaint resolution process (or did not know), slightly higher than the national average of 35%

Expanding Banks' Powers

- 79% of British Columbians do not support expanding banks' powers to sell insurance in their branches, slightly higher than the national average of 78%
- 59% of British Columbians believe allowing banks to sell insurance in their branches will lead to fewer choices for consumers down the road
- 67% of British Columbians believe the price of life and health insurance will stay the same or increase if banks are given expanded insurance powers
- 83% of British Columbians believe banks already sell more than enough or enough financial products, higher than the national average of 81%
- 74% of British Columbians do not expect banks to pass along any potential savings to consumers if allowed to sell life/health insurance in their branches, higher than the national average of 66%

Leave it to the Professionals

- 86% of British Columbians trust professional life and health insurance advisors to give more reliable advice about life and health insurance than bank branch employees, slightly higher than the national average of 85%

Viewpoints of Alberta Residents

The following is a statistical summary of the key findings arising from the December 2005 POLLARA report *Canadians' Views of Banks and Life and Health Insurance*.

Bank Access to and Use of Personal Information

- 96% of Albertans believe banks have enough or more than enough information about them, higher than the national average of 91%
- 67% of Albertans are concerned about the amount of credit and personal information banks would have if allowed to sell life and health insurance in bank branches, higher than the national average of 65%
- 70% of Albertans are concerned whether banks would keep health information from their insurance applications separate from their banking information if banks are allowed to sell insurance in bank branches
- 86% of Albertan bank customers do not want banks to use their banking information to try and sell them other products and services, higher than the national average of 83%, and 81% of Albertans say they already have enough access to information about life and health insurance products
- 54% of Albertans believe banks are not allowed to use their personal banking information to try to sell them other products but 18% do not know if such a restriction exists, slightly higher than the national average of 15%
- 76% of Albertan bank customers would deny their bank permission to review their personal information for sales purposes if asked, higher than the national average of 70%

Sales Pressure by Banks

- 71% of Albertans believe banks should be prohibited from coercive tied-selling, significantly higher than the national average of 61%, but only 26% are aware that coercive tied selling is illegal under the Bank Act
- 36% of Albertan bank customers believe that their bank does not have a formal complaint resolution process (or did not know)

Expanding Banks' Powers

- 79% of Albertans do not support expanding banks' powers to sell insurance in their branches, slightly higher than the national average of 78%
- 64% of Albertans believe allowing banks to sell insurance in their branches will lead to fewer choices for consumers down the road, slightly higher than the national average of 63%
- 73% of Albertans believe the price of life and health insurance will stay the same or increase if banks are given expanded insurance powers
- 83% of Albertans believe banks already sell more than enough or enough financial products, higher than the national average of 81%
- 71% of Albertans do not expect banks to pass along any potential savings to consumers if allowed to sell life/health insurance in their branches, higher than the national average of 66%

Leave it to the Professionals

- 86% of Albertans trust professional life and health insurance advisors to give more reliable advice about life and health insurance than bank branch employees, slightly higher than the national average of 85%

Viewpoints of Ontario Residents

The following is a statistical summary of the key findings arising from the December 2005 POLLARA report *Canadians' Views of Banks and Life and Health Insurance*.

Bank Access to and Use of Personal Information

- 91% of Ontario residents believe banks have enough or more than enough information about them
- 63% of Ontario residents are concerned about the amount of credit and personal information banks would have if allowed to sell life and health insurance in bank branches
- 70% of Ontario residents are concerned whether banks would keep health information from their insurance applications separate from their banking information if banks are allowed to sell insurance in bank branches
- 82% of Ontario bank customer residents do not want banks to use their banking information to try and sell them other products and services and 77% of Ontario residents say they already have enough access to information about life and health insurance products
- 51% of Ontario residents believe banks are not allowed to use their personal banking information to try to sell them other products, lower than the national average of 56%, but 17% do not know if such a restriction exists

Sales Pressure by Banks

- 23% of Ontario residents approved for a mortgage, loan or line of credit report being pressured to give their banks additional business, higher than the national average of 19%
- 63% of Ontario residents believe banks should be prohibited from coercive tied-selling, higher than the national average of 61%, but only 31% are aware that coercive tied selling is illegal under the Bank Act
- 35% of Ontario bank customer residents believe that their bank does not have a formal complaint resolution process (or did not know)

Expanding Banks' Powers

- 79% of Ontario residents do not support expanding banks' powers to sell insurance in their branches, slightly higher than the national average of 78%
- 63% of Ontario residents believe allowing banks to sell insurance in their branches will lead to fewer choices for consumers down the road
- 71% of Ontario residents believe the price of life and health insurance will stay the same or increase if banks are given expanded insurance powers
- 80% of Ontario residents believe banks already sell more than enough or enough financial products
- 70% of Ontario residents do not expect banks to pass along any potential savings to consumers if allowed to sell life/health insurance in their branches, higher than the national average of 66%

Leave it to the Professionals

- 87% of Ontario residents trust professional life and health insurance advisors to give more reliable advice about life and health insurance than bank branch employees, slightly higher than the national average of 85%

Viewpoints of Québec Residents

The following is a statistical summary of the key findings arising from the December 2005 POLLARA report *Canadians' Views of Banks and Life and Health Insurance*.

Bank Access to and Use of Personal Information

- 89% of Québec residents believe banks have enough or more than enough information about them
- 69% of Québec residents are concerned about the amount of credit and personal information banks would have if allowed to sell life and health insurance in bank branches, higher than the national average of 65%
- 72% of Québec residents are concerned whether banks would keep health information from their insurance applications separate from their banking information if banks are allowed to sell insurance in bank branches, higher than the national average of 70%
- 81% of Québec bank customer residents do not want banks to use their banking information to try and sell them other products and services and 82% of Québec residents say they already have enough access to information about life and health insurance products, slightly higher than the national average of 81%
- 66% of Québec residents believe banks are not allowed to use their personal banking information to try to sell them other products, higher than the national average of 56%, and only 5% do not know if such a restriction exists, significantly lower than the national average of 15%

Sales Pressure by Banks

- 49% of Québec residents believe banks should be prohibited from coercive tied-selling but only 33% are aware that coercive tied selling is illegal under the Bank Act
- 32% of Québec bank customer residents believe that their bank does not have a formal complaint resolution process (or did not know)

Expanding Banks' Powers

- 74% of Québec residents do not support expanding banks' powers to sell insurance in their branches
- 62% of Québec residents believe allowing banks to sell insurance in their branches will lead to fewer choices for consumers down the road
- 78% of Québec residents believe the price of life and health insurance will stay the same or increase if banks are given expanded insurance powers, higher than the national average of 73%
- 83% of Québec residents believe banks already sell more than enough or enough financial products, higher than the national average of 81%

Leave it to the Professionals

- 83% of Québec residents trust professional life and health insurance advisors to give more reliable advice about life and health insurance than bank branch employees

Viewpoints of Atlantic Canada Residents

The following is a statistical summary of the key findings arising from the December 2005 POLLARA report *Canadians' Views of Banks and Life and Health Insurance*.

Bank Access to and Use of Personal Information

- 91% of Atlantic Canadians believe banks have enough or more than enough information about them
- 62% of Atlantic Canadians are concerned about the amount of credit and personal information banks would have if allowed to sell life and health insurance in bank branches
- 67% of Atlantic Canadians are concerned whether banks would keep health information from their insurance applications separate from their banking information if banks are allowed to sell insurance in bank branches
- 84% of Atlantic Canadian bank customers do not want banks to use their banking information to try and sell them other products and services, slightly higher than the national average of 83%, and 80% of Atlantic Canadians say they already have enough access to information about life and health insurance products
- 54% of Atlantic Canadians believe banks are not allowed to use their personal banking information to try to sell them other products and 22% do not know if such a restriction exists, higher than the national average of 15%

Sales Pressure by Banks

- 67% of Atlantic Canadians believe banks should be prohibited from coercive tied-selling, higher than the national average of 61%, but only 30% are aware that coercive tied selling is illegal under the Bank Act
- 41% of Atlantic Canadian bank customers believe that their bank does not have a formal complaint resolution process (or did not know), higher than the national average of 35%

Expanding Banks' Powers

- 82% of Atlantic Canadians do not support expanding banks' powers to sell insurance in their branches, higher than the national average of 78%
- 71% of Atlantic Canadians believe allowing banks to sell insurance in their branches will lead to fewer choices for consumers down the road, higher than the national average of 63%
- 72% of Atlantic Canadians believe the price of life and health insurance will stay the same or increase if banks are given expanded insurance powers
- 77% of Atlantic Canadians believe banks already sell more than enough or enough financial products
- 70% of Atlantic Canadians do not expect banks to pass along any potential savings to consumers if allowed to sell life/health insurance in their branches, higher than the national average of 66%

Leave it to the Professionals

- 84% of Atlantic Canadians trust professional life and health insurance advisors to give more reliable advice about life and health insurance than bank branch employees